

## Message Text

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PAGE 01 LONDON 10104 041741Z

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ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 041727Z SEP 73

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 3748

UNCLAS LONDON 10104

FOR COMMERCE (OIM)

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: OIM - TIR - METALWORKING AND METALFINISHING

EQUIPMENT (MFE)

REF: DEPT'S A-6738, 8.6.73

1. FOUR FIRMS WERE INVITED TO BID ON SUBJECT RESEARCH. ONE (P.A. MANAGEMENT CONSULTANTS) DECLINED. ONE OTHER FIRM BID THROUGH AMEMBASSY BERN. BIDS FROM THREE FIRMS IN LONDON ARE:

(A) INDUMAR LTD. BID ON 6 COUNTRIES COLLECTIVELY FOR 9160 POUNDS (\$22,900) OR ON AN INDIVIDUAL BASIS AS FOLLOWS:

	POUNDS	\$
L) UNITED KINGDOM	L580	3950
2) FRANCE	2060	5150
3) ITALY	1720	4300
4) WEST GERMANY	2200	5500
5) SWEDEN	1900	4750
6) SPAIN	1640	4100

THIS FIRM, WHICH IS NEW TO OIM RESEARCH, IS A RELATIVELY SMALL ONE WHICH IS GEARED MORE TO MARKETING THAN INDUSTRIAL RESEARCH WITH NO APPARENT DIRECT EXPERIENCE IN THE MFE SECTOR. INDUMAR CLAIMS IT HAS EMPLOYEES IN EACH OF THE COUNTRIES BID ON AND THAT IT HAS RELEVANT EXPERIENCE IN MFE SECTOR WHICH IT WILL DETAIL IN LETTER TO MRO. THIS WILL BE SENT TO OIM WHEN RECEIVED.

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PAGE 02 LONDON 10104 041741Z

(B) INDUSTRON. BID UK ONLY POUNDS 2980. THIS FIRM WAS RECOMMENDED BY METALWORKING PRODUCTION MACHINE AS A "LEADING MARKET RESEARCH RRRM MHINE TOOLS.

C) METRA CONSULTING: UK ONLY POUNDS 2500. THIS FIRM HAS DONE A NUMBER OF CLIENT STUDIES IN THE ENGINEERING SECTOR.

2. NONE OF THE FOUR FIRMS APPROACHED WERE INTERESTED IN BIDDING ON THE POLISH OR USSR MARKETS FOR MFE. BASED ON QUALIFICATIONS OF FIRMS WHICH BID, WE RECOMMEND THAT UK PORTION OF MFE RESEARCH BE GIVEN TO METRA OR INDUSTRON IN THAT ORDER. BOTH FIRMS HAVE SPECIFIED PAYMENT TERMS DIFFERENT FROM THE TRADITIONAL OIM PAYMENT TERMS. ONCE A DEFINITIVE CHOICE IS MADE, WE WILL DISCUSS PAYMENT TERMS WITH WINNING CONTRACTOR.

3. BIDS AIRMAILED OIM SEPTEMBER 4. SEPARATE CABLE REPORTS BID MADE TO AMEMBASSY BERN.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**TAGS:** BEXP, UK  
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